

MGM Stresses 'Scope States Cass



By JAY L. SMITH

One of the most valued friends of the Motion Picture Industry in the publishing field in Canada, is Mr. John Bassett, Jr., publisher of the Toronto Evening Telegram. Son of the eminent and highly respected publisher of the Montreal Star, Mr. Bassett purchased the Tely from the estate of the late George C. McCullagh about two years ago. Since taking over, he has increased the circulation of the Tely in Metropolitan Toronto alone from 143,000 to 184,000. An avid movie fan himself — he sees at least two or three movies a week — Mr. Bassett is well aware of the wide public appeal of the movies, and has been determined to utilize this appeal to full advantage, feeling that by giving the entertainment field wider coverage in the pages of the Tely, he is increasing its reader appeal to the public.

Working through Bas Mason, promotion manager of the paper, Mr. Bassett has in the past year sponsored some notable promotions in the Tely, in tie-ups with movies and theatres. In conjunction with Loblaws a few months ago, the Tely carried a terrific promotion tie-up with RKO Distributing Corp. on the Walt Disney re-release of "Pinocchio." A more recent promotion in conjunction with the Hadassah organization, Paramount Pictures and Shea's Theatre, was the "Rear Window" photo contest.

Another outstanding promotion carried by the Tely, or rather feature series, were the articles by former Chief Inspector Fabian of Scotland Yard, who was brought to Toronto by the Tely to investigate the disappearance of Marian McDowell. While there was no direct

(Continued on Page 2)

20 Pictures For Fall And Winter Coming From MGM—18 In Color

Prompted by exhibitor demands and public acceptance of CinemaScope as an important contribution in the industry upbeat, MGM will concentrate a major share of its production schedule on the new presentation medium during the forthcoming season according to a statement by Hillis Cass, General Sales Manager for the company in Canada.

MGM in line with the top product scheduled will concentrate on a more intimate approach and attention to capitalize fully on the merchandising of its product with

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Ontario Exhibitors Ask For Tax Relief

The joint Ontario Exhibitors Committee for Amusement Tax Relief, made up of representatives from the Motion Picture Theatres Association of Ontario and Allied

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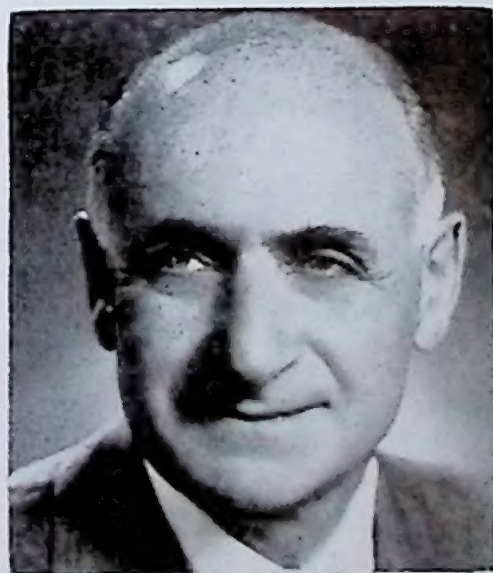
Fox's Top Product For New Year Set In Canada's Two Main Circuits

Irving Berlin's "There's No Business Like Show Business" in CinemaScope will play the entire Famous Players Circuit in Canada of some 150 theatres commencing during the Christmas and New Year holiday weeks, Arthur Silverstone, assistant general sales manager of 20th Century-Fox, reported last week while visiting Toronto.

The across-the-boards showcasing of the top-budgeted musical production will see the picture playing both important holiday

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Keep your on



HILLIS CASS
(See Page 3)

Masters Attends WB Sales Meet In N.Y.

Ben Kalmenson, Warner Bros.' vice-president in charge of distribution, called a two-day meeting on forthcoming company product last week at the Home Office. The meeting was attended by home of-

(Continued on Page 4)

Manitoba Exhibitors Hold Mass Rally Protesting Amusement Tax

One of the largest contingents of rural exhibitors ever to converge on the capital city of any province gathered in Winnipeg, Manitoba, on Monday, November 1, to join Greater Winnipeg exhibitors in a mass representation at the legislative buildings to present the Honorable Ron Turner, Provincial Treasurer, with facts and figures to support the request for the elimination of the amusement tax on all tickets 50 cents and under. As MMPEA vice-president Ben Sommers introduced every exhibitor at the hearing, Provincial Treasurer Turner

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CINERAMA IN MONTREAL

The Stanley Warner Cinerama Ltd. have leased the Imperial theatre, Montreal, and have since last Monday started the installation of their equipment. A target date of December 27th is being aimed for this first showing in Canada of Cinerama.

Odeon Theatres (Can.) Report Staff Changes

Mr. Wannie Tyers, Director of Advertising and Publicity since 1953, has returned to theatre operations and becomes Manager of the Odeon Hyland, Toronto, effective November 8th.

Mr. Jim Hardiman, previously Assistant Director of Advertising and Publicity, has been appointed Director of the Department. Mr. Hardiman has been with Odeon

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VistaVision Debut In Imperial Toronto

The Toronto public is having its first view of VistaVision in its debut at the Imperial Theatre with the presentation of "White Christmas," the first of Paramount's super-releases in the latest techni-

(Continued on Page 3)

PETER MYERS, CANADIAN GENERAL SALES MANAGER FOR 20TH CENTURY-FOX ANNOUNCED THAT CECIL BLACK HAS JOINED THE COMPANY AND WILL WORK OUT OF THE CANADIAN HEAD OFFICE IN TORONTO.

On the Beam

(Continued from Page 1)

tie-in with the movie industry on the Fabian series, Astral Films were quick to take advantage of the public interest to put into release their feature film, "Fabian of Scotland Yard," with resultant box-office success for the picture.

In line with Mr. Bassett's conviction that wider coverage of the entertainment world will sell more papers, and his feeling that co-operation with the Motion Picture Industry is to the best interests of the paper, the Industry and the public, he is instituting some startling changes in the amusement pages of the Tely.

Ken Johnson, who has been movie columnist and critic for the Tely for the past two years, is being promoted to Entertainment Editor in charge of the amusement pages, with Clyde Gilmour, former movie critic for the Vancouver Sun, being appointed movie columnist for the Tely. Mr. Gilmour will continue to act as a network reviewer for the CBC, and movie editor of Maclean's magazine.

Under Ken Johnson's guidance as entertainment editor, the amusement pages of the Tely will undergo considerable revamping. Starting next Monday, special movie features will be run daily, with photos, plus a special Saturday layout that will give widest possible coverage to the current movies in Toronto. In addition, and this is most important, the Tely will discontinue the practice of charging the film companies and theatres for the cuts that are used. In addition, amusement page advertising rates will remain at 45 cents per line, considerably below the rate of the other Toronto evening paper, which has just foisted another rate hike on the amusement industry.

In searching for additional ways in which the Tely could co-operate with the Motion Picture Industry to the greater benefit of all parties, Messrs. Bassett and Mason logically enough consulted with Canada's oldest motion picture trade paper, The Canadian Moving Picture Digest. Max Chic, Digest Associate Editor, promptly contacted Clare Appel, executive director of the CMPDA, and circuit heads, and as a result discussions are now taking place whereby the Tely may sponsor a Movie Trade Show for public viewing. This Show would incorporate the history and development of the Film Industry, similar to one sponsored by the CIL in Montreal last year.

An effort would be made to include personal appearances by Hollywood stars, and proceeds from the show would probably be donated to Variety Village, as Mr. Bassett, a member of Variety Club Tent No. 28, is vitally interested in the progress of the Tent's No. 1 charitable endeavor.

Still additional plans are under consideration by the Tely for further co-operation with the Film Industry, but at the moment The Digest is not at liberty to disclose these. Certainly one thing is very clear, and bears repeating, in John Bassett Jr., the Tely has a young, progressive and aggressive publisher who is well on his way to making the Toronto Evening Telegram the outstanding daily paper in Canada, and in that same John Bassett Jr., the Motion Picture Industry in Canada has one of its most ardent boosters and valuable friends.

218 Canadian Houses Install Super Panatar

The Super Panatar, a variable anamorphic projection attachment, has been installed in a total of 218 Canadian theatres, it was revealed last week by Robert Gottschalk, head of Panavision.

The attachment, developed by Gottschalk at the MGM studios in Hollywood, is distributed in Canada by Dominion Sound Equipments, Inc., exclusively.

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20 PICTURES

(Continued from Page 1)

a personalized service to exhibitors from its Canadian director of advertising and publicity Chet Friedman.

MGM's forthcoming schedule for the fall and winter seasons embraces 20 pictures. Of these, 13 will be in color and CinemaScope, the balance will be in color with but two exceptions which will be released in back and white.

Only one of the productions which are completed is in CinemaScope but this group includes several of the company's most pretentious attractions headed by Jack Cummings' "Last Time I Saw Paris," starring Elizabeth Taylor, Van Johnson and Walter Pidgeon and "Deep in My Heart," with Jose Ferrer, Merle Oberon and a distinguished cast of guest artists and supporting players. Both are in color. What MGM believes to be another sleeper of the "Seven Brides for Seven Brothers" variety, and included in this same group, is "Athena," produced by Joe Pasternak and starring Jane Powell, Edmund Purdom and Vic Damone.

"Green Fire," an adventurous quest for an emerald mine in South America, is the CinemaScope production in the group with Stewart Granger, Grace Kelly and Paul Douglas in starring roles.

In various stages of editing, MGM has the following line-up with five of the six attractions in CinemaScope:

"Bad Day at Black Rock," an outdoor suspense drama, with Spencer Tracy, Robert Ryan and Anne Francis; produced by Dore Schary and directed by John Sturges.

"Jupiter's Darling," a new Esther Williams attraction with Howard Keel and the Champions.

"Many Rivers to Cross," with Robert Taylor, Victor McLaglen and Eleanor Parker.

"The Prodigal," with Lana Turner and Edmund Purdom, produced by Charles Schnee and directed by Richard Thorpe.

"Moonfleet," a John Houseman production, directed by Fritz Lang and starring Stewart Granger and Viveca Lindfors. This is based on the novel by J. Meade Falkner, a rousing story with a background of the rugged English coast.

The sixth picture in this group is "The Glass Slipper," with Leslie Caron and Michael Wilding supported by Keenan Wynn, Elsa Lanchester and the Ballet de Paris.

In production are four more

CinemaScope attractions including the following:

Joe Pasternak's "Hit the Deck," an extravagant musical with Jane Powell, Tony Martin, Debbie Reynolds, Vic Damone, Walter Pidgeon, Ann Miller and a supporting cast of box-office names.

Henry Berman's production of "Boulevard in Paris" with Anne Baxter and Steve Forrest.

"It's Always Fair Weather," another big musical produced by Arthur Freed, directed by Gene Kelly and starring Gene Kelly, Cyd Charisse, Dan Dailey and Michael Kidd.

Jack Cummings is also producing "Interrupted Melody" based on the dramatic life story of the opera star, Marjorie Lawrence.

Preparing to go before the CinemaScope cameras are the following attractions:

"Love Me or Leave Me," a Joe Pasternak production with Doris Day, James Cagney and Keenan Wynn.

"The Cobweb," starring Grace Kelly and produced by John Houseman.

"The Scarlet Coat," with Cornel Wilde, Michael Wilding, Anne Francis and George Sanders.

Two other pictures are preparing to go before the regular optical cameras. They are: "The King's Thief," with Edmund Purdom and Michael Wilding, and "Blackboard Jungle," with Glenn Ford and Anne Francis.

FOX'S PRODUCT

(Continued from Page 1)

weeks in scores of key city situations throughout the Dominion, for one of the most important national launchings of a CinemaScope production. Marilyn Munroe, Ethel Merman, Donald O'Connor, Dan Dailey and Mitzi Gaynor star in the film.

The pacting of three other CinemaScope pictures with the Famous Players Circuit also was announced by Mr. Silverthorne. Productions are "Desiree," to open shortly after its Command Performance premiere in New York later this month; "Black Widow," starring Ginger Rogers, Van Heflin and Gene Tierney; and Walter Wanger's "The Adventures of Hajji Baba," starring Elaine Stewart and John Derek.

Mr. Silverstone also reported that "Woman's World" has been set to play the entire Odeon circuit of 80 theatres. Clifton Webb, June Allyson, Lauren Bacall, Arlene Dahl, Fred MacMurray, Van Heflin and Cornel Wilde star in the picture.

Seven From Ottawa In F.P. 25 Year Club

Seven members of Ottawa's Capitol Theatre staff were inducted into Famous Players' 25-Year Club in Montreal on October 20. Three of the new members were projectionists, James McGuire, Abe Zumar and Peter Kehayes. Others were house superintendents Joe Demerah and Lionel Parker, cashier Miss M. Auclair, and theatre matron Mrs. Rose Stevens.

Keep Your Eyes On

HILLIS CASS

37 years is a long time to look back on, but this is what Hilly as he is called by his friends did when questioned about when he started in film business and it couldn't have been a very "Hilly" road from the warm glow that lit up his eyes as he recalled his past.

Yes 1917 is the year Hilly started in our business, beginning as an office boy with old Famous Players Canadian Co. at 15 years of age. When he was 16 he was transferred to its Saint John office becoming the manager when he was all of 19.

Between his sojourn with this company and his joining Regal Films, now known as Metro-Goldwyn-Mayer Pictures of Canada Ltd., he spent a year with Educational Films, first as its branch manager in Saint John and then as its Western division manager.

1924 a year, Hilly today treasures was the year he became special rep for Regal, travelling through the Maritimes, Quebec and Ontario. In 1927 he became Calgary branch manager, moving to Vancouver in June 1931 as branch manager and in August 1932, started his 21 year stint as branch manager in Montreal. He came to Toronto in 1953 where today he holds the position of general sales manager for MGM.

All of this sounds like cold statistics, but it isn't to hear Hilly tell it, for this was his life, the full life that the film business can only provide. It has been a good '37' years brim full with many friends, his wife Ruth, whom he met and married in Montreal and his two sons, Michael 14 and Peter 9 years of age. This is Hilly Cass, the man who is often referred to as that "crackerjack film salesman."

Across the Country

Toronto and District

The Canadian Drive-In featured a season-end gesture for the local police in the area adjacent to St. Catharines when it arranged special performances Nov. 1-2 for the Grantham Township Police Association with a \$1 per carload admission price. The program presented by the police organization consisted of "Babes in Bagdad" and "Phantom from Space."

Manager Ed Burrows of the Odeon Theatre, Brantford, featured a "C"-Day for the Saturday morning juvenile show. The stunt consisted of "C" for cokes. There was a free drink as well as a miniature Coca-Cola bottle for each child. Major prize consisted of a Coca-Cola Cooler containing 12 full bottles for a lucky boy or girl. The feature of the film program was "Pigmy Island."

Vincent Kelly, owner of the Empress Theatre, Kemptville, was honored in a special ceremony at a gathering of two hundred members and guests of Knights of Columbus Council No. 485, of which he is the Past Grand Knight.

Old-timers of the Canadian film industry felt a personal loss when news was received of the death Oct. 28 at Montreal of a real film pioneer, Charles Lumiere, in his 79th year after a long illness. A native of Montreal, he started his career in 1910 when he became local representative of a Hollywood film producing company, later being an exhibitor for many years.

Vancouver

Jack Labow, Canadian district manager, and Frank Vaughn, JARO general sales manager, were recent visitors on semi-annual inspection trips from Toronto headquarters. Clyde Gilmour, former Vancouver Sun film critic, is now appearing in the "Window of Canada" series produced by the National Film Board for the CBC on TV.

Clark Gable is another visitor from Hollywood here to join his friend Gary Cooper on a hunting trip in the B.C. interior. Both film stars attended the film Ball here last Sunday.

Bob McMillan, veteran projectionist, died suddenly while on duty in the booth of the Olympia Theatre here. He was a Canadian Picture Pioneer, in his 73rd year.

Construction has started on the Valley Drive-In at Creston, B.C., in the Crows Nest Pass district, being built by Lloyd Johnstone, owner of the Tivoli Theatre, Creston, and Bill Tedford. It is geared for 300 cars.

Harry Howard, owner of Theatre Equipment Supply Co., is in Kitimat in Northern British Columbia where he plans to erect a 700-seat 35 mm. theatre.

Ottawa

Will McLaughlin, movie critic and columnist on the Ottawa Evening Journal for the past 38 years, is preparing to visit Toronto, where he will be cited for his "unique contributions to the industry," during the Pioneer of the Year dinner in honor of Jack Arthur on November 25. Mr. McLaughlin will arrive in Toronto on November 24, accompanied by Mrs. McLaughlin and their teenage son and daughter, Ross and Pamela, both of whom are members of the Journal staff. They will be guests at the King Edward Hotel and will take in the Grey Cup Game at Varsity Stadium on November 27.

Morris Berlin, owner and manager of the centrally located subsequent-run Somerset Theatre, announces completion of his CinemaScope installations. Currently playing is "The Robe," marking the first downtown showings of that production at popular prices.

MANITOBA

(Continued from Page 1)

expressed surprise at the distances a large number of the exhibitors had travelled to be present at the tax rally.

Speaking on behalf of the exhibitors, Sommers traced the gradual history of the general downgrade in theatre patronage, accusing two crop failures, a local recession, and TV as the greatest malefactors. Turner promised not to pigeonhole the presentation and invited the tax committee of the MMPEA to keep in close contact with his office for additional information and discussion prior to the next general legislative assembly which will come in February. Several exhibitors vowed that should conditions remain as they are now, they would be forced to close their theatres. The major plea brought out by the spokesman was that the small exhibitor was in need of the weekly amusement tax remittance to keep him going.

Following the tax rally, the exhibitors, who numbered close to 100, attended a luncheon at the Marlborough Hotel as guests of the MMPEA, where non-member exhibitors were urged to join the ranks of the Association. At the instigation of executive member Bob Hurwitz the assembly gave Ben Sommers a standing ovation for his efforts at the legislative buildings. The luncheon was concluded with a plea for continued united action and a follow-through on the tax elimination plan, and the exhibitors were urged by Sommers to write their individual members of parliament to acquaint them with their plight.

At the conclusion of the luncheon the entire assemblage sojourned to the Uptown Theatre to view a trade-screening of Paramount's "White Christmas," in VistaVision.

VISTAVISION

(Continued from Page 1)

cal process.

The engagement, which followed "Broken Lance" in CinemaScope, came sooner than generally expected because the impression had been that it would be shown late in the autumn as a climax for the Famous Fall Film Festival. The Canadian release follows on the heels of the introduction of the process in New York.

Manager Russ McKibbin had the distinction of unveiling CinemaScope at the Imperial with the playing of "The Robe" in October last year.

Jan Sterling AA's Ambassador Of Goodwill Makes P.A. In Toronto

Jan Sterling, dynamic star of Allied Artists' smashing expose of a corrupt Big City administration, "The Human Jungle," made a 'flying' visit to Toronto last weekend and made several personal appearances at theatres in conjunction with the Canadian premiere of "The Human Jungle."

Arriving at Malton Airport Saturday, November 6th, via Trans-Canada Airlines, she proceeded to her suite in the Royal York Hotel. Following dinner she attended the Toronto-Chicago NHL hockey game at the Maple Leaf Gardens as guest of the Maple Leaf Hockey Club.

On Sunday, Nov. 7th, Miss Sterling visited friends in Toronto in the afternoon and early evening and then joined her husband, Paul Douglas, star of the "Caine Mutiny Court Martial" stage production which opened at the Royal Alexandra Theatre on the same date as her film "The Human Jungle." Mr. Douglas flew from Cleveland following a special Sunday matinee performance of "Caine" in that city.

A special press-radio-television and magazine conference was arranged for Miss Sterling, Nov. 8th in the Royal York Hotel. Refreshments were served from 12 noon to 1 p.m., to give her an opportunity to meet the working-press very informally, following which a buffet luncheon was served. After luncheon, Miss Sterling was available for press-radio-television and magazine interviews.

Following her press conference at the Royal York Hotel, Miss Sterling, accompanied by a motorcycle escort, made a whirlwind personal appearance tour of the Downtown, Glendale, State and Scarboro Theatres where "The Human Jungle" was showing.

Prior to her return to the Allied Artists' vast studios in Hollywood, California, Wed. Nov. 10, Miss Sterling went through a series of radio guest appearances in Toronto and Hamilton, where her film opened at the Century Theatre on Thursday.

First With Film News In Canada

The Digest captioned a front page lead story on September 25 with "CANADIAN FILM ABOUT MARILYN BELL . . . OFFER MADE TO TORONTO'S IDOL BY TOP CANADIAN FILM GROUP." In our last week's issue, November 6, delivered in Toronto film offices on Thursday afternoon, The Digest's front page lead story was captioned, "CANUCKS PRODUCING 'MARILYN' FILM . . . MERIDIAN PRODUCTIONS, NEW CO., NABS BELL FOR ONE-REELER FILM." The Digest was the first with the news in Canada, the Canadian Press carrying the story on Friday night and the three Toronto daily papers in their Saturday editions.

TAX RELIEF

(Continued from Page 1)

Theatres Association, got busy on the ticket-impost situation in this province again with the holding of a conference Nov. 1 in Toronto.

The latest discussions are reportedly preliminary to the convention Nov. 22 of the National Committee of Motion Picture Exhibitors' Associations of Canada to which various provincial associations will submit representations on amusement-tax burdens.

The special committee for Ontario is headed by co-chairmen who were named last May. They are Lionel Lester for the MPTAO and Ben Freedman of Long Branch for Allied Theatres.

STAFF CHANGES

(Continued from Page 1)

since 1947 and in the Advertising Department since 1951. He was drive captain in the recent Odeon Big Show which was the most successful showmanship drive carried out by the circuit.

Mr. Ron Leonard, formerly manager at the Odeon Humber and Odeon Danforth has rejoined the company as a member of the Advertising and Publicity Department and together with Mr. Charles Mason will work at exploitation and showmanship.

MASTERS

(Continued from Page 1)

fice sales executives district managers and Haskell Masters Canadian General Manager.

Purpose of the meeting was the discussion of forthcoming Warner Bros. productions, including the distribution of "A Star Is Born," other pictures already completed, and those properties scheduled for filming and release in 1955.

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Motion Picture Theatres Association of Ontario

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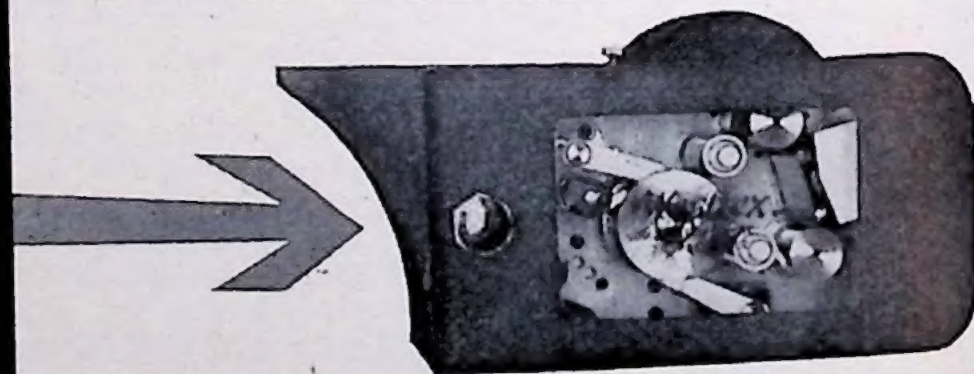
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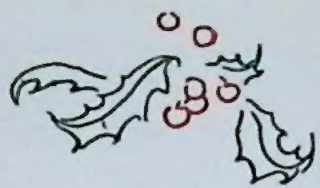
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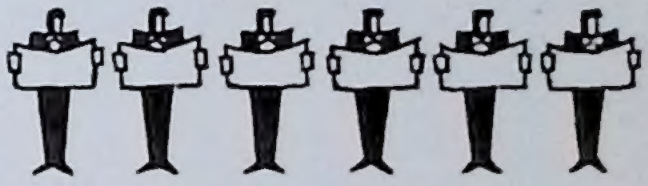
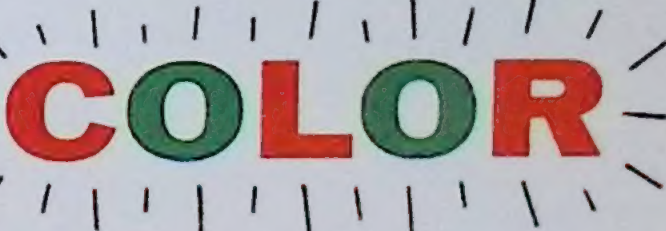
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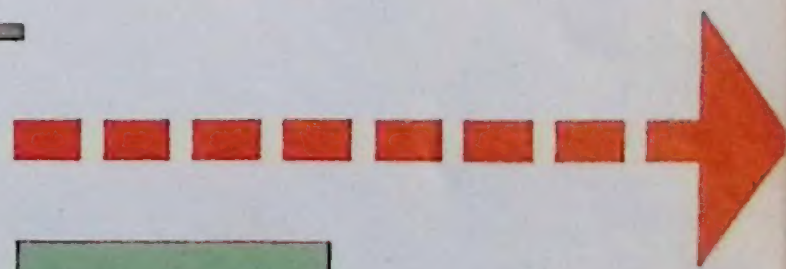
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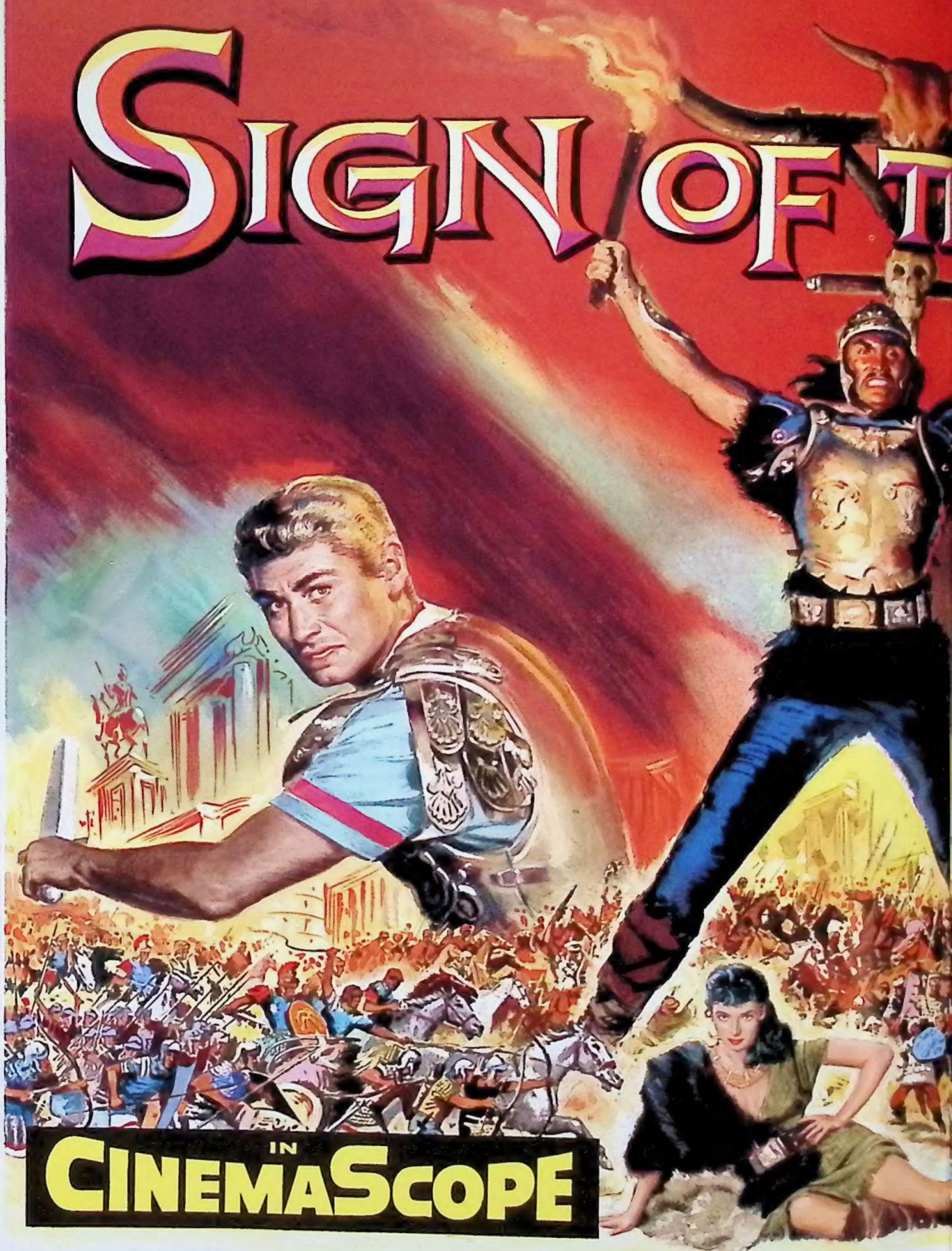
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Chatter... That Could Matter!

By MAX CHIC

The film industry continues to support the Ontario Hurricane Relief Fund . . . this week the Toronto branch office of JARO reports \$38; Odeon Theatres (Canada) Ltd., \$1,000; a benefit show at the Odeon Humber \$700 and the Odeon Brampton \$1750 . . . the industry has not forgotten the Community Chest Drive and has done a splendid job in its support under the leadership of Charles Chaplin . . . Leonard Brockington was the guest speaker at the Chest's wind-up luncheon.

A number of managers of Sam Fingold's National Theatre Services have, we are informed, acquired the theatres on a leasehold basis . . . Tom Daley, Co-ordinator of the Pioneer Of The Year Award Dinner lists his committee as follows: Ralph Dale, Archie Laurie, Dave Ongley, Stan Helleur, Chet Friedman, Jack Hunter, Max Chic and with Dan Krendel, Ticket Sales chairman, Hye Bossin, Publicity chairman and Jackie Ray as Entertainment chairman.

Foto-Nite started Wednesday, November 3 in 13 Montreal theatres and now has 10 Vancouver theatres, 7 Ottawa theatres, 19 Winnipeg theatres, 19 Toronto theatres as well as hundreds of others throughout the country . . . Jack Bridges, manager of Famous Players Victory theatre, Timmins placed first in the Quigley third quarter showmanship judging . . . other Canadians mentioned for special honors were, Jim Cameron, Capitol, Fort William and Bob Harvey, Capitol, North Bay.

The big week in the Industry will be November 22-27 . . . with all the big guns aiming for a bigger and better industry . . . with many of our compatriots down in Chicago for the USA Trade Show and Industry meetings, the sessions up here should be full of interesting information . . . John Davis head man for J. Arthur Rank companies will visit Toronto for a few days, arriving here on November 28.

The Main Event Of The Week . . . the visit of Jan Sterling and our meeting her for lunch . . . with ambassadors like this our Industry can't fail to stay on top.

PETE SMITH SHORTS

Roster of ten Pete Smith Specialties will be on M.G.M.'s short subjects for 1954-55, all will be narrated by the humorist himself, and two will be in Technicolor.



Marilyn Bell and Gus Ryder, having captured the hearts of the Canadian public, will now appear in a film to be made by Meridian Productions, a new Canadian film production company. On the right of Mr. Ryder is Julian Roffman, the director of the film and prime figure in Meridian Productions.



Trans-Canada



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
White Christmas (Para.) VistaVision and Technicolor with Bing Crosby.

SHEA'S
Rear Window (Para.) Technicolor with James Stewart and Grace Kelly.

ODEON
Third week. Woman's World (20th-Fox) C'Scope and Tech. with Clifton Webb.

HYLAND AND CHRISTIE
Tenth week. Doctor in the House (JARO) Technicolor with Dirk Bogarde.

UPTOWN
Second week. Betrayed (MGM) color, with Clark Gable and Lana Turner.

LOEW'S
Third week. Brigadoon (MGM) C'Scope and color with Gene Kelly.

INTERNATIONAL CINEMA
Fifth week. Pickwick Papers (IFD) with Hermione Gingold.

DOWNTOWN
The Human Jungle (Allied Artists) and Security Risk (Allied Artists).

TOWNE
Third week. Julius Caesar (MGM) with Marlon Brando.

HUMBER-FAIRLAWN-DANFORTH-SAVOY
The Rainbow Jacket (JARO) and The Unholy Four (Cardinal).

MONTREAL

CAPITOL
Second week. Sabrina (Para.) with Humphrey Bogart.

LOEW'S
Third week. Rear Window (Para.) Technicolor with James Stewart.

PALACE
The Egyptian (20th-Fox) C'Scope and De Luxe Color with Jean Simmons.

PRINCESS
Duel in the Sun (IFD) Tech. with Jennifer Jones.

AVENUE
Third week. Doctor in the House (JARO) Technicolor with Dirk Bogarde.

ORPHEUM
The Black Dakotas (Col.) Technicolor with Gary Merrill.

KENT
The Red Shoes (JARO) Technicolor with Moira Shearer and Anton Walbrook.

WINNIPEG

CAPITOL
Third week. Seven Brides for Seven Brothers (MGM) C'Scope & Color with Jane Powell and Howard Keel.

LYCEUM
Men of the Fighting Lady (MGM) Color with Van Johnson.

MET
About Mrs. Leslie (Para.) with Shirley Booth.

ODEON
The Caine Mutiny (Col.) Tech. with Humphrey Bogart.

GARRICK
The Black Shield of Falworth (E-U) C'Scope & Tech. with Tony Curtis.

OSBORNE CINEMA
The Green Scarf (IFD) with Michael Redgrave.

VANCOUVER

CAPITOL
Second week. The Egyptian (20th-Fox) C'Scope and De Luxe Color with Jean Simmons and Victor Mature.

ORPHEUM
White Christmas (Para.) VistaVision and Technicolor with Bing Crosby.

VOGUE
The Black Shield of Falworth (E-U) Technicolor and C'Scope with Tony Curtis and Janet Leigh.

DUNBAR
Magnificent Obsession (E-U) Technicolor with Jane Wyman and Rock Hudson.

PLAZA
Operation Manhunt (UA).

ST. JOHN

STRAND
From Here to Eternity (Col.) with Burt Lancaster and Montgomery Clift.

CAPITOL
Broken Arrow (20th-Fox) and Racing Blood (20th-Fox).

KENT
Lucky Me (WB) C'Scope and Warner-Color with Doris Day.

PARAMOUNT
Crossed Swords (UA) Pathecolor with Errol Flynn and Gina Lollobrigida.



20th-Fox to release 26 Terrytoon cartoons during 1955, these will be suitable for standard, wide screen and CinemaScope . . . latest assignment in Aaron Spelling's brief but busy career in Hollywood is the important role of "Pinky" in the Warner production "Giant" . . . Virginia Grey added to cast of Hal Wallis' latest for Paramount, "The Rose Tattoo," with Burt Lancaster and Anna Magnani, before the cameras at Key West . . . Edmund Purdom in New York on his way to MGM's Hollywood studios, star of two forthcoming releases: "Athena," and "The Prodigal" . . . "The Barefoot Contessa," keeping United Artists busy with hold-overs, TV programs and spectacular premieres . . . Producer Sam Katzman signed William Castle to direct Patricia Medina in Columbia's "Duel on the Mississippi" . . . January set as the release date for one of Empire-Universal's most important pictures "So This is Paris" with Corinne Calvet starring . . . Impressive cast for JARO's "The Sea Shall Not Have Them" includes Dirk Bogarde, Anthony Steel and Michael Redgrave, to be premiered in London shortly . . . 20th Century-Fox features make successful bow in New York, "Black Widow," with Ginger Rogers and Van Heflin; and "Carmen Jones" with Dorothea Dandridge, Harry Belafonte and J. Adams . . . Seventeen magazine and Louella Parsons in Cosmopolitan select Warners "A Star Is Born" as picture of the month . . . Big doings at Paramount with 11 major films in the cutting room, four before the cameras and one in rehearsal . . . WB's "Mister Roberts" on location on Midway Island . . . Cast of Republic's "The Admiral Hoskins Story," back on the lot after shooting scenes aboard aircraft carrier enroute to Honolulu . . . JARO acquires new Monsarrat story, "The Ship That Died of Shame," to be produced shortly . . . New names added to cast of Allied Artists "High Society," now before the cameras with stars Leo Gorcey and Huntz Hall . . . Stewart Granger enroute to London to start work on his assignment in Columbia's "Deadlock."

Superscope Package Over 53 In Canada

Theatre Poster announced last week that it can now offer the theatres a complete package deal, with regard to the installation of their Tushinsky Superscope Lens. This deal will include aperture plates and backing lens, in combination with the Superscope anamorphic variable lens.

Rhoden Pres. National Theatres

Elmer C. Rhoden, veteran executive of National Theatres Corporation, was elected president of the company at a meeting of the board of directors.

Mr. Rhoden, who was a vice-president of National, also is president of its subsidiary, Fox Midwest Theatres, Inc., with headquarters in Kansas City, Mo. He organized the latter company and

sold it in 1929 to the old Fox West Coast Theatres chain, out of which grew the present National Theatre Circuit. National now has 385 houses in operation throughout the country, including the Roxy in New York.

Mr. Rhoden was born in Le-Mars, Iowa, on May 15, 1893, and entered the motion picture business in 1912.

TV Sales Jump 128%

A 128% jump in sales of TV sets was reported by the Dominion Bureau of Statistics for last July over the July, 1953 sales. Quebec showed the largest increase. 206,923 TV sets were sold during the period January-July of this year valued at \$73,792,503 compared to 1953's 135,388 valued at \$55,945,487 across Canada.

Foto News On The Film Front



The Strand, Montreal, was the scene of the World Premiere two weeks ago for UA's "Operation Manhunt." The film was shot on location in Montreal.



Foto Nite which has just opened in 13 Montreal theatres recently celebrated its 5th Anniversary in Toronto. The Astor, Toronto participated in the gala occasion.



Mrs. H. S. Hall (on the right) and daughter are faithful patrons of the capital, Bridgewater, having attended regularly since its opening in 1937. Mrs. Hall is 96 years of age.



Jack Fitzgibbons, who as President of the International Popcorn Assoc., officiated at the Movie Trade Show in Chicago two weeks ago along with officers of other trade groups, who had combined for the first joint trade show ever presented.



MGM's "Gone With The Wind" in its Saint John showing garnered many a tie-up including the one above at one of the city's main candy stores.



Henrietta Davidson, the girl with the golden voice who answers "20th Century-Fox" when you call the Canadian head office, a voice that has become familiar to hundreds of exhibitors.



Jim Hardiman, newly appointed Odeon Director of advertising.



Michael King, manager of the Nortown, Toronto, and Sid Koffman of Pepsi-Cola, arranged to give out free Pepsis during the showing of Co'umbia's "Caine Mutiny" because of the long delay in gaining admittance to the theatre. The weary people waiting up to an hour were very appreciative.



A preview of Hadassah's Fashion Show was staged at the Odeon, Toronto, during the showing of Fox's "Woman's World." The tie-up was set by Vic Nowe, manager of Odeon's flagship and Sam Glasier, Fox's Canadian exploitation director.